

“The Jericho ATV Festival Presented by Progressive is a jam-packed, fantastic weekend of ATV fun and exhilaration,” said Paula Kinney, executive coordinator of the [Androscoggin Valley Chamber of Commerce](#). “There will be plenty of races, riding and mud to make for the best ATV experience in the northeast, including some extreme demonstrations. The RAVE X Freestyle Show will feature stunts 20 feet in the air performed by professional riders. The ATV Pull Show is sure to be a blast and the Youth ATV Simulator is a great way to safely introduce kids to ATVs.”

As an added bonus, organizers are thrilled to be welcoming Brian Fisher to this year’s festival. Fisher, the host of [Fisher’s ATV World](#), which is set to air on NBCSN and Destination America Channel this summer, will be signing autographs, riding the courses and sharing s’mores with fans at Saturday night’s campfire. Fisher is known for seeking out some of the greatest adventure destinations in the world by the seat of an ATV.

Festival guests will particularly enjoy trying out some of the brand new ATVs from all the major dealers—Polaris, Arctic Cat, Yamaha, and Can-Am. On Friday night, Berlin’s Main Street will fill up with ATVs for the Downtown Block Party, featuring live music by A Shot of JD. Check out all the ATVs and mingle with other riders on Main Street following the first day of festival activities. On Saturday night, visitors will enjoy music by the Southern Maine rock band Riot Act at the music festival & BBQ.

“This festival shows the fantastic energy OHRV enthusiasts bring to the North Country every season,” said Karl Stone, marketing manager for [NH Grand](#), the official visitor information source for the Great North Woods and the Northern White Mountains. NH Grand is highlighting the Jericho ATV Festival Presented by Progressive as its [Signature Event](#). “The Jericho ATV Festival Presented by Progressive is the perfect event to showcase the incredible Ride the Wilds trail network, along with all of the fantastic lodging, activities and spectacular scenery of the Grand North.”

To add to the excitement and fun, one lucky winner will take home a brand-new 2015 Can-Am Outlander L-450, as AutoNorth Pre-Owned Superstore of Gorham is sponsoring a free giveaway

as part of the festival. Enter for free at autonorth.net/freetv. The winner will be announced during the festival on Saturday, August 1.

Additional festival events include:

- Poker Run sponsored by the Androscoggin Valley ATV Club & Progressive – jam packed with prizes!
- Mud Pit Grudge Runs and Races – prepare to be covered head-to-toe in mud by the end of your course. Grudge Races guarantee fun, mud and unforgettable photo ops.
- Vintage ATVs – enjoy the old and the new. View antique ATVs or test-drive brand-new 2015 models.
- Youth ATV Simulator – a safe way for kids to familiarize themselves with the mechanics of an ATV before their first ride.
- Progressive® FLO-TUM Pole Chainsaw Carving – impressive carvings created with a chainsaw.
- ATV Torch-Lit Parade – taking place at dusk at the Downtown Block Party on Main Street.
- Scavenger Hunt sponsored by Progressive – more prizes!
- FREE ATV Wash – sponsored by Progressive!

Admission costs \$10 with children under six free. As always, Berlin’s streets will be open to ATVs for the weekend. A free shuttle will run all day Friday & Saturday to the grounds from designated parking areas. Visit <http://www.nhgrand.com/signature-events/jerichofestival.aspx> or visit the [Jericho ATV Festival Facebook page](#) for a schedule of events and more information.

This year’s event is supported by:

Androscoggin Valley Chamber of Commerce

Androscoggin Valley ATV Club

Romik Developers

Labonville Inc.

Arctic Cat

Polaris

Yamaha

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About New Hampshire Grand

“Experience New Hampshire’s Grand North” is the brand of New Hampshire’s North Country marketing initiative — also known as NH Grand — and is the official visitor information source for the Great North Woods and the Northern White Mountains. New Hampshire Grand is an initiative of the Northern Community Investment Corporation to promote Coos County to potential visitors. This outreach effort includes introducing visitors to the diverse range of lodging, dining, events, and outdoor activities available in Northern New Hampshire.

For more information on NH Grand, visit www.nhgrand.com, New Hampshire Grand on Facebook, and NH Grand on Twitter. To sign up for the monthly e-newsletters, visit <http://www.nhgrand.com/newsletter-sign-up/default.aspx>.